

# Mikkelsen & Sons Greenhouses, Inc.

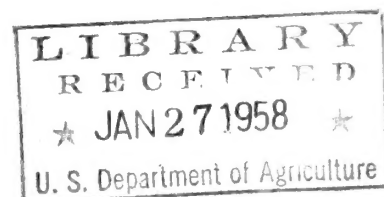
BOX 1536

Phone WY 3-8736

ASHTABULA, OHIO

*presents the*

1958



*selection of*

## ROOTED CHRYSANTHEMUM CUTTINGS

POMPON VARIETIES

STANDARD VARIETIES

POT MUM VARIETIES

DISBUD VARIETIES

GARDEN VARIETIES

MANY NEW INTRODUCTIONS and SELECTIONS

# Mikkelsen & Sons Greenhouses, Inc.

## *Price Schedule*

### PER 100 ROOTED CHRYSANTHEMUM CUTTINGS

	50 - 450	500 - 950	1000 - 2450	2500 and up
List Price	\$5.50	\$5.15	\$4.75	\$4.70
	5.75	5.40	5.00	4.95
	6.00	5.65	5.25	5.20
	6.25	5.90	5.50	5.45
	6.50	6.15	5.75	5.70
	6.75	6.40	6.00	5.95
	7.00	6.65	6.25	6.20
	7.25	6.90	6.50	6.45
	7.50	7.15	6.75	6.70
	7.75	7.40	7.00	6.95
	8.00	7.65	7.25	7.20
	8.25	7.90	7.50	7.45

## *Discounts*

2% discount if current invoice is paid in 10 days.

2% discount if order is placed 6 months prior to shipping date.

1% discount for continuity of order. Continuity to mean the regular planting of varieties over a period of time rather than a large amount of one variety for only one planting. This discount will be at our discretion.

**QUANTITY DISCOUNTS** *for total order placed AT ANY ONE TIME, regardless of shipping date:*

2.5%	10 - 14 thousand rooted cuttings	12.5%	75 - 124 thousand rooted cuttings
5.0%	15 - 24 thousand rooted cuttings	15.0%	125 - 199 thousand rooted cuttings
7.5%	25 - 49 thousand rooted cuttings	17.5%	200 - 299 thousand rooted cuttings
10.0%	50 - 74 thousand rooted cuttings	20.0%	over 300 thousand rooted cuttings

<p>CONTRACT PRICES <i>are offered to year-around</i> CUT FLOWER <i>and</i> POT MUM GROWERS</p>
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All orders are direct - - we have no agents distributing cuttings for us.

First orders should be accompanied by credit references.

**ORDERS SHIPPED RAILWAY EXPRESS UNLESS OTHERWISE SPECIFIED.**

This price schedule effective with shipments beginning immediately.

## ORDER NOW

ORDER NOW—*while the past crop is still fresh in your mind.*

ORDER NOW—*don't wait until the busy spring season is upon you.*

ORDER NOW—*and increase your profits with extra 2% discount for ordering 6 months prior to shipping date.*

## NEW INTRODUCTIONS FOR 1958

**BALCOMBE PERFECTION** (11-week response) Intermediate incurved standard, with copper bronze color. The original of the Balcombe Perfection varieties.

**RED BALCOMBE PERFECTION** (11-week response) Intermediate incurved standard of outstanding red color with copper reverse.

**AMBER BALCOMBE PERFECTION** (11-week response) Intermediate incurved standard with unusual amber color.

The Balcombe Perfection varieties are all good growers with excellent substance of both stem and flower. They will do much to strengthen the late bronze standard program. The Balcombes are short growers and stem length is benefited by two additional weeks of long days before short days.

**BRENDON** (10-week response) A rich red reflex standard. A nice supplement to the 10-week bronze group. Brendon also makes a pleasing pot plant with its deep red color and large flower size.

**BRONZE TAFFETA** (11-week response) This is a soft bronze sport of Taffeta that carries all of the parent variety's growing features. With this sport Taffeta becomes one of the few poms to offer all four basic colors; white, yellow, pink and bronze.

**DARK ALMEGA** (11-week response) A good dark sport of Almega. The spray formation of this dark pink pomp may be much improved by the removal of the center bud.

**ERMINE** (8-week response) We feel we have it here! A very good tight incurved white standard, outstanding in quality, form and production. This is a nice standard in the late summer and early fall program.

**FRED SHOESMITH** (10-week response) A late 10 week large incurved white standard of excellent quality. This variety should supplement Indianapolis White to some extent. It has shown to be slightly susceptible to Boytrytis and may be less used during the winter and early spring because of this. In the summer program it flowers late enough to be considered an 11 week variety. Looks like this will be regarded as one of the better standards that have come along.

**YELLOW FRED SHOESMITH** (10-week response) This is a pure yellow partner to Fred Shoesmith but slightly more incurved. This variety will definitely find a place in the year around program but it may prove slightly susceptible to Boytrytis during the winter months.

**EVELYN LAYE** (10-week response) A rich yellow standard of excellent substance. Swell for fall and spring flowering programs. A responsive variety with a good ball type flower.

**GORDON WELLS** (10-week response) A lemon yellow standard with above average winter form. It is a marked improvement over winter Indianapolis Yellow. This variety also works out well in the fast disbud program.

**ILLINI IMPROVED FORMAL** (11-week response) A very improved form of Illini Formal with larger size and better color retention.

**ILLINI ALBA** (13-week response) Intermediate chalk white daisy. A good flower that retains its original white color and will not pink at low temperature.

**ILLINI BRIGHT EYES** (14-week response) High quality intermediate anemone with lemon yellow petals and darker yellow cushion. Recommended for mid-winter flowering. A very good and even producer.

**ILLINI ACCENT** (10-week response) Another very nice University of Illinois introduction. This small formal pompon has a deep intense wine color, similar to Humdinger.

**IMPERIAL PINK** (11-week response) Excellent stem and flower color are the outstanding features of this variety. Imperial Pink is a short grower and is benefited by two weeks of additional light before short days. Because of this it can be grown with the Balcombe varieties and all treated the same. This is a fine pink incurved standard that will find a place in the October through April mum program.

**IMPERIAL ROSE** (11-week response) A deeper and more intense shade of pink than Imperial Pink thus is designated "Rose." Can be grown with Imperial Pink to give greater flexibility in color range. Requires same two extra weeks of long days before short days.

**IMPROVED YELLOW MEFO** (10-week response) This very popular yellow standard finally sports an improved form. This sport is of better quality, color and form than its parent and unlike the original variety will not become single at high temperature. This variety should be used more in the winter program. With this improvement Mefo can be regarded as a year around standard.

**INDIANAPOLIS CREAM** (10-week response) Here is a very good cream sport of the reliable Indianapolis family. This cream addition enlarges the color selection of the industry's favorite standard.

**PINK MISS MIM** (11-week response) This is a nice change. A bright, wine colored, large anemone that is a heavy producer and fits very nicely into the fall and spring program. The flower size is large enough to enable this variety to also be grown as a disbud as well as an outstanding spray type. The flower size in the sprays can be increased by removal of all but 4 or 5 buds.

**PRINCESS ANN** (10-week response) An excellent salmon pink standard with exceptional flower substance. A tall grower that is very useful for winter pot mum production. Because of the growing and flowering habits it is very outstanding in the short disbud program.

**YELLOW PRINCESS ANN** (10-week response) Here is an excellent companion to Princess Ann. It has a large decorative type flower with very good substance and soft yellow color. This variety has proved itself as a pot plant, using the tall treatment, and as a valuable addition to the short disbud program.

**RED HUMDINGER** (10-week response) Here's a rich red sport of the popular wine colored pompon Humdinger. It has a large decorative type flower and has found vast acceptance as a pot plant. This variety is not a heavy producer and because of this it is limited to the better growing seasons as a pot plant. This color should prove to be as popular as its predecessor.

**ROSE CHIP** (9-week response) A good rose color sport of the heavy favorite Blue Chip. It is retentive of all the fine growing qualities of its parent.

**DARK BLUE CHIP** (9-week response) A fine dark sport of Blue Chip, this adds more versatility to a well liked and heavily used variety.

**SUPREME WHITE TOP** (10-week response) A large white decorative. Here is a very nice improvement over White Top. The flower is not as reflex but it is almost double in size and has greater substance. The stem quality is markedly better and production is up. This is truly a better flower and should prove to be very popular.

**YELLOW ICEBERG** (10-week response) A yellow sport of Iceberg. It is favored with a pleasing true yellow color and has good color retention during periods of high heat. Production is very favorable during the spring and summer.

**MAUVE MINSTREL** (13-week response) A pleasing mauve colored sport of Minstrel. This color, in addition to the nice white sport of Minstrel that we introduced in 1957, does much to add to the color selection of the late flowering pompons.

# STANDARDS

## 8 WEEK RESPONSE STANDARDS BLOOM OCTOBER 15 — 23

WHITE		YELLOW		PINK		BRONZE	
*Ermine .....	8.25	Blazing Gold .....	6.50	Pink Chief .....	6.75	Amber Bright .....	7.25
White Chief .....	7.00	Harvest Golden .....	7.50			Mayford's Triumph ..	7.25
White Pink Chief .....	8.00	Honeysweet .....	7.50				

## 9 WEEK RESPONSE STANDARDS BLOOM OCTOBER 25 — NOVEMBER 3

WHITE		YELLOW		PINK		BRONZE	
Albatross .....	6.25	Georgia .....	7.00	Blue Ribbon .....	8.00	Apricot Queen .....	7.50
Granite State .....	6.75	Gold Lace .....	7.00	Mary Garden .....	7.00	Detroit News .....	6.00
Luna .....	6.75	Good News .....	5.75			Fred Yule .....	8.00
Marblehead .....	7.00	Luyona .....	7.25			Glitters .....	7.50
Queenslace .....	7.00	Moribana .....	7.50			Ivanhoe .....	7.25
Wh. Mary Garden .....	7.00	Wilson's Yellow .....	8.00				
Wilson's White .....	6.25	Yel. Ivanhoe .....	7.25				

TRY "DISBUDS"  
A QUICK  
PROFITABLE CROP

## 10 WEEK RESPONSE STANDARDS BLOOM NOVEMBER 5 — 12

WHITE		YELLOW		PINK		BRONZE	
Betsy Ross .....	6.25	Chairman .....	8.00	Dk. Pk. O Queen .....	6.50	*Brendon .....	8.25
Crystal Queen .....	6.50	Cream Mefo .....	7.00	Ind. Pink .....	6.25	Br. O Queen .....	7.00
*Fred Shoesmith .....	8.25	*Evelyn Laye .....	8.25	Laughter .....	8.00	Delaware .....	6.25
Giant Betsy Ross .....	6.25	*Gordon Wells .....	8.25	Lavender Queen .....	7.00	Ind. Bronze .....	6.25
Ind. Imp. White .....	8.00	*Imp. Yellow Mefo .....	8.00	Merriment .....	8.00	Luzon .....	7.50
Ind. White .....	6.00	*Ind. Cream .....	8.00	*Princess Ann .....	8.25	Br. Calypso .....	8.00
Kegan's White .....	7.25	Ind. Dk. Yellow .....	6.25	Queen of Pinks .....	6.50		
Mefo .....	6.00	Ind. Imp. Yellow .....	7.00				
Monument .....	6.75	Ind. Yellow .....	6.00				
Oregon .....	7.50	Lemon Mefo .....	7.00				
Richard Mandel .....	7.50	Yel. Betsy Ross .....	8.00				
Sentinel .....	8.00	Yel. Calypso .....	8.00				
		Yel. Delaware .....	7.50				
		*Yel. Fred Shoesmith ..	8.25				
		Yel. Mefo .....	6.00				
		Yel. Monument .....	6.75				
		*Yel. Princess Ann .....	8.25				
		Yel. Queen .....	6.50				

USE OUR FREE  
BENCH PLANNING  
SERVICE

### New Varieties Steal the Standard Spotlight

Fred Shoesmith	Balcombe Perfection
Yel. Fred Shoesmith	Amber Balcombe Perfection
Gordon Wells	Red Balcombe Perfection
Yel. Princess Ann	Imperial Rose
Princess Ann	Imperial Pink

*Try these varieties in the next bench of  
Standards that you grow.*

## 11 WEEK RESPONSE STANDARDS BLOOM NOVEMBER 15 — 23

WHITE		YELLOW		PINK		BRONZE	
Marketeer .....	7.00	Bonn DeLuxe .....	5.75	Dk. Pk. Peter John ..	7.50	*Amber Balcombe Perf	8.25
Sterling .....	7.25	Harvester .....	6.75	Helen Frick .....	7.25	*Balcombe Perf .....	8.25
Wh. Peter John .....	7.50	Yel. Marketeer .....	7.00	Lt. Pk. Peter John ...	7.50	Mrs. Roy .....	7.00
		Yel. Peter John .....	7.50	Seidewitz .....	7.25	*Red Balcombe Perf ...	8.25
				Thanksgiving Pink ...	7.25		

## 12 WEEK RESPONSE STANDARDS BLOOM NOVEMBER 25 — DECEMBER 3

WHITE		YELLOW		PINK		BRONZE	
Chattanooga .....	7.00	Dk. Yel. Chattanooga	7.25	*Imperial Pink .....	8.25	Gladys Pearson .....	7.00
December Glory .....	7.00	Golden Pearson .....	7.00	*Imperial Rose .....	8.25	Muto's Crimson .....	7.25
Marge Moeller .....	7.25	Yel. Marge Moeller ...	7.25			Oak Leaf .....	7.00

## 13 WEEK RESPONSE STANDARDS BLOOM DECEMBER 5 — 13

WHITE		YELLOW	
Smith's Late White ....	6.75	Imp. Tobin's Yellow ..	6.75

\* Indicate New Introductions



# GARDEN VARIETIES

WHITE		YELLOW		PINK		BRONZE	
Benora .....	8.00	Astoria .....	8.00	Adagio .....	7.00	Blue Blood .....	7.25
Chris Columbus .....	6.75	Bright Forecast .....	7.00	Alert .....	7.00	Burgundy .....	6.75
Gardenia .....	7.00	Charles Nye .....	7.00	Betty .....	7.25	Carmine Queen .....	7.25
Horizon .....	6.75	Chiquita .....	6.75	Courtier .....	7.00	Champion Cushion .....	6.75
Lyric .....	6.75	Lemonade .....	7.00	Dream Girl .....	7.25	Coralhue .....	8.00
Ostosa .....	7.00	Polaris .....	6.75	Fuchsia Fairy .....	7.00	Dolli-Ette .....	8.00
Pepita .....	7.00	Pomponette .....	6.75	Joybringer .....	7.00	Fiesta .....	6.75
Silverplate .....	6.75	Yel. Blanket .....	6.75	Major Cushion .....	6.75	Magnificent .....	6.75
White Bounty .....	7.00	Yel. Chris Columbus .....	6.75	Masquerade .....	6.75	Marionette .....	7.25
White Tower .....	7.00	Yellow Spoon .....	6.75	Mischief .....	7.00	Morocco .....	8.00
		Yellow Supreme .....	6.75	Orchid Spoon .....	6.75	Mrs. DuPont .....	6.75
				Serenade .....	7.25	Red Velvet .....	7.25
				Spellbound .....	6.75	Toronto .....	8.00

## POMPOMS

### 8 WEEK RESPONSE POMPONS BLOOM OCTOBER 15 — 24

WHITE		YELLOW		PINK		BRONZE	
Blizzard .....	6.75	Dk. Y Mary .....		Cupid .....	7.00	Calumet .....	7.25
Norona .....	7.00	MacArthur .....	7.75	Enterprise .....	7.25	James Stewart .....	7.25
Pilgrim .....	7.75	Sarasota .....	7.50	Fairyland .....	7.25	Lee-Ette .....	8.00
Pristine .....	6.00	Yel. Mary MacArthur .....	7.50	Mary MacArthur .....	7.25	Paradise .....	7.25
Silvertone .....	7.25			Mayfair .....	7.25	Radiance .....	7.25
						Rajah .....	7.25

### 9 WEEK RESPONSE POMPONS BLOOM OCTOBER 25 — NOVEMBER 1

WHITE		YELLOW		PINK		BRONZE	
Alaska .....	6.50	Cream Halo .....	7.00	Betty Rose .....	7.50	Barbara Fuller .....	7.25
Halo .....	6.75	Dandy .....	8.00	Blue Chip .....	6.00	Bronze Chip .....	7.75
Keepsake .....	6.25	Gold Coast .....	6.25	*Dk. Blue Chip .....	8.25	Buccaneer .....	7.25
Memento .....	8.00	Golden Herald .....	6.75	Dk. Pink Dot .....	7.75	Buckskin .....	6.75
Monty .....	7.00	Gold Finch .....	7.25	Ethrelda .....	7.25	Gaiety .....	7.00
Pinocchio .....	6.75	Happiness .....	8.00	Pinkette .....	7.00	Ginger .....	8.00
Sea Gull .....	7.50	Honeymoon .....	7.25	Pink Chip .....	8.00	Red Seneca .....	7.00
Silvercloud .....	7.50	Sauterne .....	7.00	Pink Dot .....	6.50	Sybil .....	7.25
Songster .....	7.00	Sch. Yel. Daisy .....	7.00	Rainbow .....	7.50		
Vesta .....	7.00	Starbright .....	7.00	Reveille .....	7.50		
White Popcorn .....	6.75	Starlight .....	7.25	Reward .....	6.50		
		Statesman .....	8.00	*Rose Chip .....	8.25		
		Sunray .....	7.00	Tempo .....	7.25		
		Sunup .....	7.00				
		Yel. Sea Gull .....	7.50				

### 10 WEEK RESPONSE POMPONS BLOOM NOVEMBER 5 — 12

WHITE		YELLOW		PINK		BRONZE	
Encore .....	6.75	Aztec .....	6.75	Bonnie .....	7.00	Beauregard .....	6.25
Freedom .....	7.25	Barcarole .....	7.00	Cadenza .....	8.00	Bronze Pandora .....	7.00
Iceberg .....	6.50	Butterscotch .....	6.75	Celebration .....	7.75	Chevron .....	7.00
Ice Cream .....	8.00	Constellation .....	7.00	Criterion .....	6.50	Clara Holford .....	7.25
Ill Igloo .....	6.50	Cream Shasta .....	7.00	Dk. Linda Lou .....	7.00	Climax .....	6.75
Ill Snowdrift .....	6.50	Crescendo .....	6.50	Dk. Portrait .....	8.00	Copperhead .....	6.75
Little America .....	6.50	Heyday .....	8.00	Delight .....	7.25	Dk. Beauregard .....	8.00
Madonna .....	6.75	Ill Yel. Igloo .....	7.00	Humdinger .....	6.50	Dk. Br. Masterpiece .....	6.75
Moonglow .....	7.50	Jealousy .....	6.75	*Ill Accent .....	8.25	Inca .....	8.00
Pacesetter .....	6.50	Luxury .....	7.25	Ill Regal .....	7.50	Jetfire .....	6.75
Shasta .....	6.00	Mary L. Hall .....	6.75	Masterpiece .....	6.75	Magician .....	7.25
Supreme White Top .....	8.00	Orange Beauregard .....	6.75	Pandora .....	6.75	Mrs. Wylie .....	7.25
Whitehouse .....	8.00	Yel. Beauregard .....	6.50	Parisienne .....	7.00	Nectarine .....	8.00
White Top .....	6.00	*Yel. Iceberg .....	8.00	Pennant .....	7.00	Paragon .....	6.75
		Yel. Pacesetter .....	7.75	Personality .....	8.00	Red Beauregard .....	7.75
		Yel. Shasta .....	6.00	Portrait .....	6.50	Red Humdinger .....	8.00
		Yellow Top .....	8.00	Scintillation .....	7.50	Red Rust .....	7.25
						Rubicon .....	7.00

\* Indicate New Introductions

# 11 WEEK RESPONSE POMPONS BLOOM NOVEMBER 15 — 23

WHITE		YELLOW		PINK		BRONZE	
Belray .....	6.50	Cheerio .....	7.75	Almega .....	6.50	Beauregard Supreme ..	7.75
Crystal Beauty .....	7.50	Forty Niner .....	6.50	*Dk. Almega .....	8.00	Bourbon .....	7.25
Eskimo .....	7.75	Gold Ball .....	7.00	Dk. Pk. L. I. Beauty ..	7.00	Bronicon .....	7.75
Highbrow .....	6.50	Golden Chord .....	6.50	Ill Formal .....	7.00	*Bronze Taffeta .....	7.75
Ill Peace .....	7.25	Ill Goldilocks .....	7.50	*Ill Imp. Formal .....	8.00	Festival .....	7.25
Ill Ruffles .....	7.50	Ill Sunspot .....	7.25	Ill Springtime .....	7.50	Ill Redhead .....	7.25
Lolita .....	7.25	Ill Wampum .....	7.25	Minuet .....	7.00	Ill Warpaint .....	7.50
Long Island Beauty ..	7.00	Klondike .....	7.00	Pk. L. I. Beauty .....	7.00	Ill Warrior .....	7.25
Paramount .....	6.75	Lemon Paramount .....	7.50	*Pk. Miss Mim .....	8.00	Olnura .....	7.75
Sculpture .....	6.75	Lollipop .....	6.25	Taffeta .....	7.00	Red Princeton .....	7.50
Snowflurry .....	7.00	Pippin .....	6.50			Rubaiyat .....	7.00
Wh. Taffeta .....	7.00	Princeton .....	7.50			Rusticon .....	6.75
		Tacoma .....	7.50			Thelma .....	6.50
		Yel. Highbrow .....	6.50				
		Yel. L. I. Beauty .....	7.00				
		Yel. Paramount .....	6.75				
		Yel. Sculpture .....	7.00				
		Yel. Taffeta .....	8.00				

# 12 WEEK RESPONSE POMPONS BLOOM NOVEMBER 25 — DECEMBER 1

WHITE		YELLOW		PINK		BRONZE	
Cordova .....	7.25	Gold Medal .....	7.50	Beautiful Lady .....	7.25	Apricot Valencia .....	7.00
Fortune .....	6.50	Golden Cordova .....	7.25	Dk. Pk. Valencia .....	7.00	Bronze Goldsmith .....	7.00
Silvercrest .....	7.00	Golden Valencia .....	7.00	Delmar .....	7.00	Buff Valencia .....	8.25
White Lady .....	7.50	Goldsmith .....	7.00	Heritage .....	7.00	Dk. Galaxy .....	8.00
White Valencia .....	7.00	Highlander .....	6.75	Ill Rose Glow .....	7.75	Falcon .....	7.25
		Omega .....	6.50	Purple Valencia .....	7.00	Galaxy .....	6.50
		Yel. Fortune .....	7.00	Valencia .....	7.00	Holiday .....	7.25
		Yel. Galaxy .....	7.00			Ill Bantam .....	7.75
						Ill Redwood .....	7.25
						Red Valencia .....	7.00

# 13 WEEK RESPONSE POMPONS BLOOM DECEMBER 5 — 13

WHITE		YELLOW		PINK		BRONZE	
Acclaim .....	6.00	Corsair .....	6.00	Dk. Enchantress .....	7.25	Christmas Greeting ..	6.75
Cameo .....	7.25	Golden Acclaim .....	7.25	Debutante .....	6.75	Christmas Star .....	6.75
Dolomite .....	7.75	Golden Satellite .....	8.00	Enchantress .....	7.25	*Mauve Minstrel .....	8.00
Ill Glacier .....	7.50	Yel. Acclaim .....	6.50	Imp. Pk. Minstrel .....	7.25	Red Minstrel .....	7.25
Imp. Wh. Snowdrop ..	7.75	Yel. Cameo .....	7.25	Lt. Pk. Minstrel .....	7.25		
Satellite .....	7.00	Yel. Debutante .....	8.00	Minstrel .....	7.00		
Snowcrest .....	6.75	Yel. Satellite .....	7.50	Pk. Snowdrop .....	7.75		
Snowdrop .....	7.25	Yel. Snowcrest .....	6.75				
Snowflake .....	7.75	Yel. Snowdrop .....	8.00				
Spangles .....	7.25	Yel. Spangles .....	7.25				
Wh. Minstrel .....	8.00						
Wh. Snowdrop .....	7.50						
Yukon .....	7.00						

PUT IN A CROP OF  
OFF SEASON MUMS  
OR POMP.  
OUR TECHNICIANS  
WILL SET UP A  
SCHEDULE FOR YOU.

# 14 WEEK RESPONSE POMPONS BLOOM DECEMBER 15 — 24

WHITE		YELLOW		PINK		BRONZE	
*Ill Alba .....	8.25	*Ill Bright Eyes .....	8.25	Alvoda .....	7.00	Bronze Medallion .....	8.00
Ill Starlet .....	7.25	Ill Yel. Starlet .....	8.00	Dk. Ser. Riviera .....	7.75	Bronze Riviera .....	7.00
Silversmith .....	6.00	Shamrock .....	7.00	Defiance .....	7.00	Glow Defiance .....	8.00
Snowcap .....	6.75	Sunrise .....	7.00	Medallion .....	7.00	Merrymaker .....	7.00
Trenton .....	7.25	Vibrant .....	7.00	Old Rose Riveria .....	8.00	Poinsettia .....	7.00
Wedding Bells .....	7.25	Yel. Riviera .....	7.50	Riviera .....	7.00		
White Riviera .....	7.25			Ser. Riviera .....	7.00		
				V. Dk. Ser. Riviera ..	7.75		

# 15 WEEK RESPONSE POMPONS BLOOM DECEMBER 25 — JANUARY 5

WHITE		YELLOW	
Ill Cascade .....	7.50	Ill Gol. Yel. Snow-	
Ill Snowbound .....	7.25	bound .....	7.50
Snow .....	6.50		
Talmeda .....	7.25	Ill Yel. Snowbound ..	7.25

\* Indicate New Introductions

## *Our Recommendations for the Best Varieties to be Used as Short Disbuds*

VARIETY	COLOR	BEST MONTHS TO USE											
		JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
ALASKA	WHITE					✓	✓	✓	✓	✓	✓	✓	
BELRAY	"			✓	✓							✓	✓
ICEBERG	"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ICE CREAM	"				✓	✓	✓	✓	✓	✓	✓	✓	✓
L. I. BEAUTY	"	✓	✓	✓	✓								✓
MARKETEER	"	✓	✓	✓	✓							✓	✓
SENTINEL	"				✓	✓	✓	✓	✓	✓	✓		
SHASTA	"			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
WH. MARY GARDEN	"					✓	✓	✓		✓	✓		
CHAIRMAN	YELLOW			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CREAM SHASTA	"			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GOLD LACE	"				✓	✓	✓	✓	✓	✓	✓	✓	
GOLDEN HERALD	"					✓	✓	✓	✓	✓	✓		
LUXURY	"					✓	✓	✓	✓	✓	✓		
LUYONA	"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
YEL. IVANHOE	"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
YEL. L. I. BEAUTY	"	✓	✓	✓									✓
YEL. SHASTA	"			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BLUE RIBBON	PINK			✓	✓	✓				✓	✓	✓	
LAUGHTER	"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MARY GARDEN	"					✓				✓	✓	✓	
MERRIMENT	"	✓	✓	✓	✓	✓	✓			✓	✓	✓	
PERSONALITY	"			✓	✓	✓				✓	✓		
PINK MISS MIM	"			✓	✓	✓					✓	✓	✓
PORTRAIT	"	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
BRENDON	BRONZE	✓	✓	✓	✓	✓				✓	✓	✓	✓
COPPERHEAD	"			✓	✓	✓					✓	✓	✓
FRED YULE	"					✓	✓			✓	✓	✓	
IVANHOE	"	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
NECTARINE	"					✓					✓	✓	

### — A GOOD RETAIL GROWER FLOWER —

Here's a crop just tailor made for the retail grower. A bench can produce a crop in shorter time than normal because of less time between plant and short days. Shorter stems result, of course, but this works in just right for retail design work. These plants are all disbudded to give big flowers, but not as large as the standard mum. A profitable retail establishment crop.

*Try A Bench In Your Greenhouse. Complete Growing Instructions Upon Request.*



## ORDER FORM

# Mikkelsen & Sons Greenhouses, Inc.

PHONE WY 3-8736

**BOX 1536**

# ASHTABULA, OHIO

### *Quality Propagators and Technicians*

DATE\_\_\_\_\_

SHIP TO

Unit Number .....

Planting Date .....

**Total Pompons** .....

Pinch Date .....

**Total Standards** .....

S D T Date .....

Shipping Date .....

Bloom Date .....

**Terms: 2% 10 days — 30 days net or CONTRACT.**

[illegible]

**MORE ORDER FORMS WILL BE PROVIDED UPON REQUEST.**

GARDEN VARIETIES							
WHITE		YELLOW		PINK		BRONZE	

DISBUDS							
WHITE		YELLOW		PINK		BRONZE	

*We attempt to "personalize" our service to our customers. We can only do so when we know something of your particular establishment and growing conditions. It is the purpose of the following questionnaire to give us these answers.*

	Yes	No
Do you use the flowers in your own retail business? - - - - -	<input type="checkbox"/>	<input type="checkbox"/>
Are you both a retailer and wholesaler? - - - - -	<input type="checkbox"/>	<input type="checkbox"/>
Are you exclusively wholesale? - - - - -	<input type="checkbox"/>	<input type="checkbox"/>
If so, how far do you ship the flowers? - - - - -		
Do you have ground or raised beds? - - - - -		
Do you have lighting and shading facilities? - - - - -	<input type="checkbox"/>	<input type="checkbox"/>
Can you maintain 60° + night temperature to insure good bud set? - -	<input type="checkbox"/>	<input type="checkbox"/>
Do you prefer loose or tightly formed flower sprays on the pompoms? -		

Other Remarks: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## *Our Recommendations for the Best in Pot Plant Varieties*

VARIETY	COLOR	BEST MONTHS TO BLOOM											
		JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
*OREGON	WHITE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MONTY	"			✓	✓	✓	✓	✓		✓	✓	✓	
WILSONS WHITE	"					✓	✓	✓	✓	✓	✓		
LITTLE AMERICA	"	✓	✓	✓	✓						✓	✓	✓
GRANITE STATE	"			✓	✓	✓					✓	✓	
WHITEHOUSE	"					✓	✓	✓	✓	✓			
ALASKA	"				✓	✓	✓	✓	✓	✓	✓	✓	
QUEENS LACE	"			✓	✓	✓	✓			✓	✓	✓	
PACESETTER	"	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
ILL. SNOWDRIFT	"			✓	✓	✓	✓			✓	✓	✓	
*YEL. DELAWARE	YELLOW	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
*BONN. DELUXE	"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
WILSONS YEL.	"					✓	✓	✓	✓	✓	✓		
YEL. CALYPSO	"				✓	✓	✓			✓	✓	✓	
GOLD LACE	"			✓	✓	✓	✓			✓	✓	✓	
YEL. PACESETTER	"	✓	✓	✓	✓	✓	✓				✓	✓	✓
YEL. PRINCESS ANN	"	✓	✓	✓	✓						✓	✓	✓
BLUE RIBBON	PINK	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CRITERION	"			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PERSONALITY	"			✓	✓	✓	✓			✓	✓	✓	
PORTRAIT	"			✓	✓	✓	✓			✓	✓	✓	✓
HUMDINGER	"			✓	✓	✓	✓			✓	✓	✓	✓
QUEEN OF PINKS	"			✓	✓	✓				✓	✓	✓	
PRINCESS ANN	"	✓	✓	✓	✓						✓	✓	✓
*DELAWARE	BRONZE	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
BR. CALYPSO	"				✓	✓	✓			✓	✓	✓	
INCA	"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GINGER	"	✓	✓	✓	✓	✓					✓	✓	✓
BRENDON	"	✓	✓	✓	✓	✓				✓	✓	✓	✓

Those Varieties Marked With Stars Are Superior

### TO HELP YOU GROW YEAR AROUND POT MUMS

We will provide you with schedules for specified bloom dates telling you the proper dates to pot, pinch and light or shade. We will also furnish you cultural instructions for growing pot mums. This is an excellent pot plant for the retail trade. It offers a lot of show, a good variety of color and lasting keeping qualities, all of which amount to plenty of customer satisfaction. Try some!

*Thank You*

Mikkelsen & Sons Greenhouses, Inc.

BOX 1536

Phone WY 3-8736

ASHTABULA, OHIO

*Quality Propagators  
and Technicians*